

Your Advertisement

Should be on this page if you make anything in El Paso. For space, phone 2177 and ask for Advertising Manager.

Buy your Butter from the Shop.

"Where Quality and Cleanliness Reign Supreme."

THE GOLDEN COW BUTTER SHOP

202 Main Ave., Next to Cross



WE MANUFACTURE AND REPAIR THEM ALL.
E. T. AMONETT
600-2 TEXAS ST. EL PASO

If It Is "Made In El Paso" You Will Find It Here

EL PASO TRUNK FACTORY
Established 17 Years.



WE MANUFACTURE ALL STYLES OF TRUNKS, SAMPLE CASES AND SMALL LEATHER GOODS.

We also repair and exchange Trunks and Traveling Goods.

EL PASO TRUNK FACTORY
Opposite Post Office. Across Plaza.
Next to Crawford Theatre.—Tel. 1054.

Food will win the war. Don't waste it.
GRANDE ICE AND FUEL CO.
Buy W. S. S.

GLENN BROOM MFG. CO., Inc.

El Paso, Texas

The LARGEST and best equipped broom factory in the West—AND STILL GROWING.
"There's a reason. "Made in El Paso" Brooms are the best your money can buy.

FURNITURE REPAIRING

We have just installed the latest improved machinery for cleaning and repairing.

R. L. DANIEL FURNITURE AND MATTRESS FACTORY

1706 TEXAS ST. Phone 1025-1026

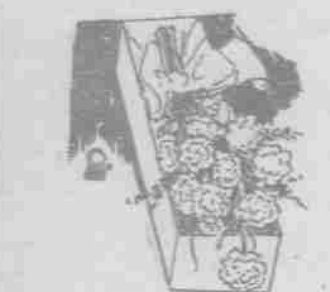
MATTRESSES

Wholesale and Retail
We Renovate Old Mattresses and Make Them Like New

We have just installed the latest improved machinery for cleaning and repairing.

CLARKE MATTRESS AND RUG CO.

Phone 1025-1026-417
2212 MYRTLE AVE.



Flowers "Grown in El Paso"

POTTER

Florist and Confectionery Co.
5115 Main Bldg.
El Paso's Flowerphone 8100.

PHONE 4800 TODAY
And order a case of

BRAVO
The Drink Supreme

The whole family will enjoy this delightful, healthful and refreshing drink. It is delicious with cold lunches.

BRAVO is a pure, cereal, non-intoxicating beverage which can be sold without a government license and in full accordance with national regulations governing army camps.

El Paso Brewing Association

Phone 4800. El Paso, Texas.

SPICK and SPAN SAY:
Let The Women Vote

Spick and Span

Let us remind the women of El Paso City and County to go to the Courthouse next week and register in order that they may vote at the primaries on July 27th.
Don't worry about the washing next week, just send it to Spick and Span. We guarantee that every article will be returned thoroughly washed and carefully ironed and finished.
Every Piece Ready for Immediate Use or Wear.

ELITE LAUNDRY

Phone 2177, our wagon will call.

MR. HOOVER WILL TELL YOU—
"The Housewives of El Paso can assist in the winning of the war by purchasing 'Made in El Paso' Products. By so doing they will assist in relieving freight congestion and will also increase this city's prosperity."

PURITY BAKING CO.

BUY WAR SAVING STAMPS

LOOK, WHAT WE MANUFACTURE IN LEATHER
For the Horse—Saddles, bridles and headstalls.
For the Man—We manufacture leather puttees, gun cases, cartridge belts, hat straps, spur straps, kydah cases, leather belts, cow-boy chaps.
Special attention given to outfit town orders.

SHELTON PAYNE ARMS COMPANY
Headquarters for Sport Goods. 317 Texas St.

Keep Your Money At Home—

Use Globe Mills Flour Substitutes and Help the Southwest Grow.
In what other section are you interested?

GLOBE MILLS

Try Our Milo Maize Flour and Milo Maize Meal

Can be obtained from us through your grocer.
The Milo Maize from which our Flour and Meal is made is grown in the Southwest.

FOR TAN, SUNBURN AND ROUGH SKIN
Use Warner's Witch Hazel Cream. "MADE IN EL PASO." This Cream works like magic in clearing up of Tan, Sunburn or Rough Skin. Try a bottle—25c for 2 ounce bottle or 50c for an 8 ounce bottle. 3 ounce bottle mailed to any address on receipt of 20 cents.
WARNER DRUG COMPANY
Phone 721 Ordrecht Hotel Block

DuSang & Wellborn

Manufacturers of
RUGS, MATTRESSES, CUSHIONS AND SLIP COVERS.
CARPETS cleaned, repaired and laid.
FURNITURE stored, packed and shipped.

PHONE 3999
Established 1910. Retail Only.

Call for
Sunny Monday Blaing
"Made in El Paso"
Sharp-Elliott Mfg. Co.

Momsen-Dunnegan-Ryan Co.

"MADE IN EL PASO"
Sheet Metal Products, Stock Watering Troughs and Tanks.
Mine Air Pipe, Flues and Ventilators.

Special Pipe Fittings.
Prompt Mail Order Service.

Buy Coffee

"Made in El Paso"
Freshly roasted and delivered daily.
PAN-AMERICAN COFFEE CO.
413 Main. Phone 3160.

El Paso Trunk Factory Conducts Largest Showrooms In The U. S.

Local Concern Known Everywhere; John Flannigan For Seventeen Years Has Managed Firm; Thousands of Foot Lockers Made for Soldiers; Skilled Laborers Scarce; Government Regulations Affect Material.

RIGHT in the heart of El Paso is located the largest retail trunk showroom in the United States. This fact is not generally known by El Pasoans, nevertheless it is true and attested to by all of the trunk salesmen who come to this city.

The salesrooms in question is the property of the El Paso trunk works, situated on Main street, between Oregon and Main, just across the plaza, and this concern does one of the largest businesses in the city.

In addition to the retail salesrooms this concern does considerable wholesale business, in fact they are manufacturers and jobbers. Thousands of soldiers' foot lockers have been made by the El Paso Trunk company at their plant on Boulevard; and in addition to the large number of trunks made and sold this concern makes suitcases, lunch boxes, traveling bags, and practically everything that is made of leather that in any way resembles a carrying case of any nature.

An interesting story is told by John Flannigan, the proprietor of the company, of an occasion when a base ball player came into his place of business and wanted a coter made for his full grown, life sized base ball. Mr. Flannigan said when the customer asked for the cover he really did not know whether he could make it or not, but immediately called the foreman of the manufacturing plant and explained what was wanted. Mr. Flannigan said he

\$10.00 CASH PRIZE FOR A SLOGAN FOR THE EL PASO TRUNK FACTORY.

The El Paso Herald offers a \$10.00 cash prize to anyone sending a slogan that the judges select as best suited to the advertising of the El Paso Trunk Factory. Read their advertisement and the story of their business on this page. Write a slogan and send it in.

RULES OF CONTEST—READ CAREFULLY.
Everyone is eligible, except employees of The Herald and members of their families. You may send in as many slogans as you like, but write only one slogan on each sheet of paper, together with your name and address. Address all answers to "Made in El Paso" Editor, care of Herald. Contest closes promptly at 8 o'clock p. m. next Thursday, July 4th, and all slogans must be in Herald office before that hour. In case of the prize will be divided. Decision of judges is final. Winner will be announced on this page next Saturday.

LAST WEEK'S WINNER
Floy Johnson, Odessa, Texas. Check will be mailed to winner.

La Internacional Cigars

MADE IN EL PASO

"MADE IN EL PASO" Since 1881

MADE IN EL PASO

Quality All The Time

El Paso Sash & Door Co.

ART GLASS

LEADED GLASS, MIRRORS

WOODWORK OF ALL KINDS

MADE IN EL PASO

EL PASO SASH & DOOR CO.



No Camouflage

about the

DIXIE MATTRESS

Before you invest your money in a Dixie Mattress you can examine it thoroughly, even the interior materials. On one corner is an opening, with fasteners, by which you can inspect the quality of the materials. You know what you are getting when you buy a Dixie Mattress. For sale by the best dealers.

H. NORDWALD & CO. Inc.
MANUFACTURERS AND WHOLESALE FURNITURE JOBBERS

IT IS NOT TOO LATE NOW

To sign your pledge for War Savings Stamps. If by some chance you failed to sign a pledge yesterday to save and invest in W.S.S. regularly throughout the remainder of the year, go at once to W.S.S. headquarters in the First National Bank and sign up. Remember that the Government expects every man, woman and child to assist in the winning of the war, and one good way to do your part is to save and invest regularly in W.S.S.

MADE IN EL PASO

Peyton Packing Company

El Paso,

Texas.

PUT SIX MONTHS MORE SERVICE INTO THOSE OLD SHOES
Our modern shoe repairing equipment works miracles on old shoes. The expense is slight—really trifling when the additional wear you can secure is considered.

CHAS. ROKAHR
Honest shoe repairing for 30 years in El Paso.
RUSSELL R. ROKAHR, Mgr. 311 Texas St.

TANKS, CULVERTS, SILOS

"Made in El Paso"

Let us quote you prices.

HILLS, SUTTON & WHITE MFG. CO.

Swanson Says—

NOTICE

The men of El Paso who ride the very best cars, the men who are at the head of the big financial institutions, the men who are members of the best clubs, the successful business and professional men,

Invariably Those Men

you will find are patrons of Swanson—El Paso's Best Tailor. Many of them have been patrons for years. We are proud of our clientele.

Swanson—The Tailor

1888—"Time Is The Test"—1918

Hotel Sheldon Bldg.

Pioneer Plaza.



PHONE 340.

Pure Milk Saves More Babies

Than any other health measure.

BUY CERTIFIED MILK FOR YOUR BABY

Certified Milk is produced only by the El Paso Dairy Co., under the supervision of the Milk Committee of the El Paso County Medical Association. Ask your doctor.

EL PASO DAIRY CO.

CITY OFFICE: 423 N. OREGON ST.

Fischbein Brothers

MERCHANT TAILORS

2nd Floor City National Bank Bldg.

BUY CLOTHES

"Made in El Paso."

You Keep El Paso Money at Home.

KracKajack S. and S.
(Sotol and Soapweed)
cutters are made in El Paso—they save cattle.

Manufactured by **Krakauer, Zork & Moye's S. I.**,
El Paso, Texas. Write for full details.

The Texas Tire Co.

Manufacturers of

DOUBLE TREAD TIRES

710 Texas St. Phone 6016

Prices on Double Tread Tires:

30x3 Tire 8.50

30x3 1/2 Tire 7.50

32x3 1/2 Tire 4.00

32x4 Tire 10.00

32x4 1/2 Tire 10.00

34x4 Tire 11.00

A Hint to Housewives—

Buy Valley Grown Vegetables.

"Made in El Paso" Food Products.

And Cook with Gas!

El Paso Gas Co.

423 N. Oregon St.

The Children Like "Polar Bear" Buttermilk

Let them drink all they desire. But be sure to call for "Polar Bear" Buttermilk. Your doctor will tell you it is good for the children. For sale at Soda Fountains, Cafes and Grocers.



ARCTIC

Creamery Co.

Successors to Rio Grande Valley Creamery Co.

707 Texas St. Phone 6171

AWNINGS AND CURTAINS

Made in El Paso

for residences, stores and office buildings.

"If it is made of Duck or Canvas, we make it."

EL PASO TENT & AWNING COMPANY

129 San Francisco St.

Phone 2044